

FOR IMMEDIATE RELEASE

CONTACT:

Nancy Carlson
Human Resources Director
City of Fremont
(510) 494-4662
(510) 494-4659 Fax
ncarlson@ci.fremont.ca.us

FREMONT CITY COUNCIL HIRES NEW CITY MANAGER

Fremont, Calif., September 1, 2004 – The Fremont City Council announced today that Fred Diaz, the current City Manager of Tracy, Calif., has been chosen as Fremont’s seventh City Manager.

Diaz was unanimously selected by the City Council following an extensive selection process that included pre-screening by an executive recruitment firm, rounds of interviews, and in-depth reference and background checks. Diaz will succeed Jan Perkins, who retired in July 2004 after serving for more than 10 years as City Manager.

“The Council wanted this to be an enthusiastic unanimous decision. We felt it important to find someone who encompasses leadership, experience, personality, and energy to manage the Bay Area’s fourth-largest city,” said Mayor Gus Morrison. “We believe Fred will build upon Fremont’s legacy as an ideal city in which to live, work, and do business, and support its efforts for economic vitality.”

Diaz comes to Fremont with over 20 years experience in municipal government. Besides serving as City Manager of Tracy for 10 years, he served as City Manager for the City of Indio, CA; Assistant City Administrator and Interim Administrator for the City of Azusa, CA; and Assistant to the City Manager for the City of Pico Rivera, CA, where he began his career in municipal government as an Administrative Assistant II in the City Manager’s Office.

During his tenure in Tracy, Diaz has managed to keep Tracy fiscally strong in an unstable budgetary environment. He has spearheaded a number of economic development projects that have led to tremendous commercial and industrial growth for the area. On the retail side, Diaz was responsible for the implementation and oversight of the I-205 Regional Shopping area development, including the West Valley Mall and surrounding big box anchored development projects. This area has become a major sales tax generator for Tracy, and Tracy continues to be one of California’s fastest growing retail markets.

- more -

Diaz also led the implementation of industrial development efforts in Tracy, which includes a mix of product such as flex office and distribution warehouse, as well as incubator space for small manufacturing uses.

Two recent accomplishments for Diaz include the Tracy Gateway project, a 538-acre Class A office park set to break ground in early 2005, and the Downtown Revitalization Project, a \$60 million investment in the City's historic Downtown. Tracy Gateway will likely bring 20,000 higher-wage jobs to Tracy and the Central Valley over the next 25 years. The Downtown Revitalization Project includes a performing and cultural arts center, a mixed-use development and transit station, a new City Hall, and a streetscape effort to improve the aesthetic feel of Downtown Tracy.

Diaz received the John H. Nail Award and was recognized as the Outstanding Municipal Assistant of 1987 by the League of California Cities. He has served as a member of the League of California Cities' Housing, Community and Economic Development Committee, President of the League's Central Valley Division of City Managers, and Chair of the San Joaquin Council of Government's Management and Finance Committee.

Diaz is currently the Chair of the League of California Cities Committee for the Advancement of Diversity.

Diaz holds a Master's degree in Public Administration and a Bachelor of Arts degree in Political Science/Public Administration, both from California State University, Fullerton. Diaz, 46, is married with one daughter. His hobbies include running, cooking, and reading.

Diaz will officially start as City Manager on October 11, 2004. Once he is here, a formal welcome reception will be held to introduce him to the community.

###